

Employer TDM Guide for Lower Merion Township



Mobility is one aspect that has dramatically changed for businesses during COVID-19. GVF and Lower Merion Township are here to assist your organization with employees' returning to the worksite.

What is Transportation Demand Management (TDM)?

According to the National Association for Commuter Transportation (ACT), “*TDM are strategies used to inform and encourage travelers to maximize the efficiency of a transportation system leading to improved mobility, reduced congestion, and lower vehicle emissions.*”

TDM strategies are a comprehensive approach to reducing congestion. This often involves educating employees and residents on the alternatives to driving alone, social distancing guidelines when using an alternative, utilizing technology, and targeted marketing.

TDM is an effort to:

- » Alleviate congestion
- » Manage roadway capacity
- » Reduce pollution
- » Improve quality of life
- » Provide more equitable forms of
- » transportation options to all users



Why is TDM Needed in Lower Merion Township?

- » LMT is located at the crossroads of the major employment centers of the region: Center City, University City, King of Prussia, Great Valley and Fort Washington. All 'paths' lead through Lower Merion.
- » Over 900 housing units constructed between 2010 and 2018 with another 3,200 approved, pending reviews, or under construction.
- » Approximately 3,500 jobs will be added by 2045. National business councils consistently report that businesses located near transit and walkable communities better compete for the acquisition of talent.
- » The average driver in this region has added 300 vehicle miles per year to the miles they have driven since 2013.
- » TDM strategies improve the overall health and productivity of both residents and employees within the Township.



Best TDM Practices for Employers:

Effective and successful TDM programs, that encourage social distancing practices, can be implemented through partnership with GVF and Lower Merion Township. Below are some suggested strategies for employers. If you are interested in learning more about these strategies and how to implement them, contact GVF today!

- » Conducting planning studies or surveys to gauge employees' commuting habits and patterns
- » Implementation of technology(ies) to shift travel mode
- » Marketing and communication campaigns to encourage behavioral change
- » Monetary and non-monetary incentives, such as offering the commuter benefit to employees taking transit or participating in a vanpool and offering upfront parking for carpoolers
- » Offering a shuttle(s), which can be made available for the last mile connections from a transit stop or another destination location
- » Offering TDM programs such as bikeshare, carpool/vanpool, commuter events, adjusted work hours, work from home options and internal online resources to make it easier for employees to make alternative choices to driving alone, such as transit options, ridematching software, trail



23%
of people leave a job
because of their commute

With the implementation of TDM programs and strategies, employers can save money and time on recruiting and more importantly, retaining employees.



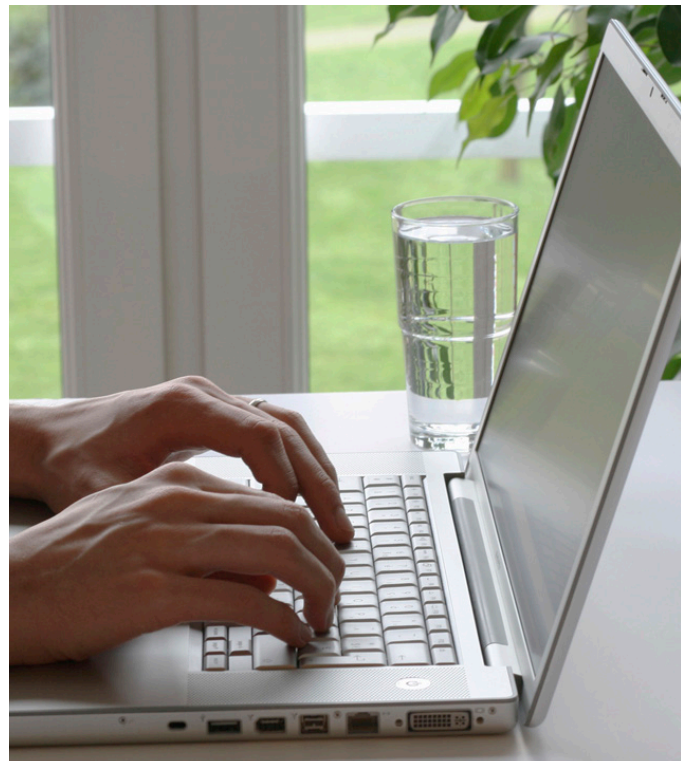
Employer TDM Checklist:

Below are some TDM strategies that your worksite can offer and/or implement. Take a moment to see how well your company is implementing TDM programs and benefits that help employees get to work easier.

- ☐ Our company hosts commuter events, transportation expos and/or transportation lunch and learns at our work site to educate employees on transportation alternatives and resources.
- ☐ We have installed and/or are maintaining bike racks or other storage for bicycles.
- ☐ Our company provides preferential parking for alternative fuel vehicles, vanpoolers and/or carpoolers.
- ☐ The office has access to a bus stop or train station within one-quarter of a mile of worksite.
- ☐ We offer a commuter benefit program to employees.
- ☐ Our company offers alternative work schedules such as flex-time. Flex-time allows employees some flexibility in choosing the time, but not the number, of their working hours.
- ☐ We place TDM information in new hire packets (information on shuttle services, carpooling, vanpooling, public transit, or commuter benefits/amenities available through employer etc.).
- ☐ We conduct employee surveys on commuting patterns and behaviors.
- ☐ Our company offers subsidized shuttle operations or provides an employer sponsored shuttle.

»Contact GVF for assistance with the implementation of the TDM strategies above and learn how we can help your company recruit and retain employees! Also, be recognized for your efforts – apply for GVF's Annual TDM Advocates Award!

info@gvftma.com | 610.354.8899



TDM Resources:



GVF:

» A Transportation Management Association servicing southeastern Montgomery and Chester Counties, including Lower Merion Township, GVF works with employers to help with implementing TDM strategies to help retain and attract employees. GVF provides numerous services including data analysis, marketing, shuttle management, and more. To learn more about GVF visit gvftma.com.

weareTDM.com:

» Learn about TDM alternatives to driving alone, stay up to date with TDM news, how TDM can impact the future and why it should matter to your organization.

phillytraffic.com:

» View live traffic cameras and receive important construction information for the greater Philadelphia region!

Share-A-Ride:

» The Share-A-Ride program is a free, online service that can match commuters who work in Southeastern PA with convenient transit services or potential carpool or vanpool groups. To submit an application visit dvrpc.org/asp/sar or to learn more about the service visit dvrpc.org/sar.

Emergency Ride Home Program:

» This service provides individuals who carpool, vanpool or use transit at least three times (3x) a year a free ride home in an event of emergency. To participate register at dvrpc.org/asp/ERH/ or to learn more visit: dvrpc.org/MobilityAlternatives/ERH/.



SEPTA Regional Rail and Bus Service:

- » Information on SEPTA's COVID-19 Pandemic Recovery Plan can be found at septa.org/covid-19/pdf/SEPTA-MoveBetterTogether.pdf.
- » Information on SEPTA's Temporary Bike & Ride Policy Change can be found at iseptaphilly.com/blog/bikepolicy.pdf.
- » SEPTA Regional Rail information including schedules, fares, "next to arrive" and more can be found at septa.org/service/rail.
- » SEPTA bus service information including, schedules, fares and connecting service can be found at septa.org/service/bus.

Want to learn more about GVF? Visit our website at gvftma.com!